

**MINUTES  
PARK COMMITTEE  
Tuesday, June 9, 2015  
City Hall, Room 310  
5:30 P.M.**

MEMBERS PRESENT: Aldermen Jerry Wiezbiskie, Brian Danzinger, and David Nennig

MEMBERS EXCUSED: Ald. Joseph Moore

OTHERS PRESENT: Dawne Cramer, Dan Ditscheit, Mike Reed, Keith Wilhelm, James Andersen, Rick Jensen, Wendy Townsend, Ald. Steuer, and Ald. Tom De Wane

**Approval of the minutes of the meeting of April 29, 2015**

A motion was made by Ald. Danzinger and seconded by Ald. Nennig to approve the minutes of the meeting of April 29, 2015. Motion carried.

**Adoption of the Agenda**

A motion was made by Ald. Danzinger and seconded by Ald. Nennig to adopt the agenda of the June 9, 2015, Park Committee meeting, moving Items #5 and #6 before Item #4. Motion carried.

**1. Discussion/Action on a request by the Friends of the Wildlife Sanctuary for approval to fundraise for an expansion to the Nature Center building**

Our department is very fortunate to have great friends and community groups that donate to our parks. The Friends of the Wildlife Sanctuary (FOWLS) is one of those great groups. They have been very active for many years and have been responsible for developing the Wildlife Sanctuary into what it is today. Our department is very grateful for all of our joint endeavors with this group. FOWLS has approached us to propose to raise \$3,000,000 for a 15,000-square-foot, two-level addition with all the associated furnishings and additional parking to the Nature Education Center at the Bay Beach Wildlife Sanctuary. FOWLS would like to start fundraising June 17, 2015, after City Council approval of this request. Construction would not start until sufficient funds were raised to pay for the building cost. It could be as soon as spring 2016 or if needed spring 2017. At completion of the project, the new addition will be donated to the City of Green Bay Parks Department. The approval tonight would be to allow the group to fundraise. They would need to come back to the Park Committee once fundraising goals have been achieved with their final plans for construction approval.

Wildlife Sanctuary Director Mike Reed described the dramatic increase in visitors to the Sanctuary. This is due to new programming, effective community partnerships, and special events. Now the Sanctuary is struggling to meet the needs of those visitors with the current resources. FOWLS has proposed a 15,000-square-foot addition to the Nature Center. The upper level would have a large gathering room and general

purpose area. That would help us be able to better handle the large school groups that visit. The general use area would be used for the general public, for special events which are otherwise cramped for space, and also for school groups that assemble in the hallway and limit that space. There has been a dramatic increase in use by learning and retirement groups. We have quadrupled the amount of offerings to those groups, and we have still been asked to do more. The addition would give us that capability. The large general use area could also be rentable space and could accommodate up to 200 people. This would generate some additional revenue. The lower level would have additional classroom space with movable walls for flexibility. This would benefit the nature-based 4K program, as well as the many summer camps now offered. The space would be used year round.

Dave VanLanen discussed the preliminary plan for the addition based on need. The exterior would be similar to what is existing now.

Ald. Nennig asked if the building would have its own HVAC system. D. VanLanen said yes.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to approve the request by the Friends of the Wildlife Sanctuary to fundraise \$3,000,000 for an expansion of the Nature Center building. Once fundraising goals have been achieved and final construction plans are completed, they need to come back to the Park Committee for final construction approval. Motion carried.

## **2. Discussion/Action on a request to dock two Tall Ships, one at Leicht Park and the other at City Deck, from July 14-July 21, 2015**

We were contracted by Captain Stephen of Tall Ships about the possibility of having two Tall Ships, the Nina and Pinta, replicas of the ships Columbus sailed in 1492, dock downtown in Green Bay from July 14-21, 2015. Tall Ships is a for-profit group and is subject to rental fees for a total of \$4,510. We are bringing this forward to the Committee for approval because they are requesting a 50% reduction in fees for a cost of \$2,255. They conduct daily tours in the ships from 9 a.m. to 6 p.m. at the following costs: adults at \$8, seniors at \$7, and children at \$6. On a good weekend, they experience 1,500-2,500 people touring their ships. They will have no sailing tours during this stay. Profits go towards maintaining the two ships, fuel, docking/port fees, payroll, and garbage disposal. Due to the fact that they are providing Green Bay with a tourist attraction that will bring people into the City and have also agreed to host a free commissioner night, we feel we would like to partner with Tall Ships by reducing the fees to \$2,255 to provide this tourist attraction opportunity in Green Bay.

Ald. Danzinger asked if Tall Ships was partnering with any company or if they were dealing directly with the City. Staff responded they are not partnering with any company; they will be between ports at this time and will be visiting Green Bay.

Ald. Nennig asked what had been done in the past and how the fees were charged then. Staff replied that they had always been sponsored in the past and brought up to 10 ships at a time. The sponsors paid the rental fees.

Ald. Nennig questioned if there were any costs associated with the ships docking. Staff said electricity and water would be covered in the rental fees. They would be responsible for the port-a-potty rentals.

Ald. Danzinger thinks it would benefit the City to bring more people downtown for this attraction.

Ald. Wiezbiskie explained that when he first heard of this proposal, he was under the impression that all rental fees would be waived. He was not in favor of that loss of income. However, because of the business it will bring downtown and that we are receiving 50% of the rental fees, he is in favor of the request.

Ald. Steuer commented on the amount of money the ships will be making by charging per person and having their rental fees reduced by half; however, he agreed with the Park Committee on the importance of bringing that attraction to the downtown.

A motion was made by Ald. Danzinger and seconded by Ald. Nennig to approve a request to dock two Tall Ships, one at Leicht Park and the other at City Deck, from July 14-21, 2015, and to reduce the rental costs by 50% (from \$4,510 to \$2,255) contingent upon the following:

- All fees being paid prior to the event;
- All proper permits and insurances being obtained;
- Any other costs associated with this event being the responsibility of Tall Ships.

Motion carried.

### **3. Discussion/Action on a request by the Economic Development Department to purchase and install a kayak launch on City Deck using TIF 5 funding**

Economic Development Project and Program Manager Wendy Townsend explained there is a new kayaking and rental business opening across from the Children's Museum at 126 Pine Street. Because of this new business and future development, we recommend the City to purchase and install an ADA-accessible launch on the City Deck for the community and visitors to enjoy. There is a large regional and economic impact associated with this launch. Other municipalities are also working to place launches along the Fox River. A Green Bay launch is desirable because this is the trail head for the entire river. There is an important tie to the Veterans Clinic here as well. TIF 5 would be a funding source for this project, which is in conformance with the funding plan as an amenity of the TIF. The preferred location is the City Deck, although many sites have been researched as possibilities even in the future, such as Leicht Park and the East River Trail. Other funding sources will be used in the future to install additional launches in those areas. A site map was distributed to the Park Committee. The DNR has already given permission for the installation. The estimated cost of the dock is \$25,000.

W. Townsend added that since the kayaking and rental business opened in this location, there have been two other proprietors who will be bringing their businesses

into the same complex. We are seeing immediate economic effects in this area already. It is a good use of the TIF.

Ald. Danzinger commented that this is a dynamic infrastructure for the downtown area. It is the potential catalyst for other docking areas on the riverway. We are adding value to all of the businesses along that corridor. He believes we will see payback on that \$25,000 very quickly.

Ald. Nennig wanted clarification on TIF funds being used for the City Deck improvement to the downtown. W. Townsend said some TIF funds were used, but the City Deck was also built with grant money. She looked into those grant awards to ensure that the kayak launch addition did not jeopardize that funding. The launch has complimented the grants in actuality.

Ald. Nennig believes this will be a positive addition for the use of the river. He mentioned that the business owner of the kayaking and rental shop was also providing rentable storage space for those who own kayaks but do not have places to store them. W. Townsend said this was accurate.

Ald. Steuer asked if there would be user fees associated with the launch. W. Townsend said this is a public amenity and no fees would be charged.

Ald. Steuer questioned if the safety of the added traffic to the river has been taken into consideration. W. Townsend has been in contact with a number of people from the DNR regarding safety. Her main contact at the DNR did various studies on regulations and zoning in the area. It is the consensus that the placement of the dock in a backwater area would make loading and unloading a safe activity.

Park Committee members commented that it is a no wake regulated navigable waterway. There might be some safety issues, but loading will be done on the backside of the docks.

Ald. Danzinger clarified that this is the same type of dock that will be used by other municipalities, so there will be some familiarity for users.

Ald. Nennig asked when the launch will be installed. W. Townsend replied this summer hopefully.

Ald. Steuer inquired if this launch was a permanent structure. W. Townsend said it is not permanent and would be removed just like our docks in the winter months.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to approve the request by the Economic Development Department to purchase and install a kayak launch on City Deck using TIF 5 funding contingent upon the following:

- All proper permits and insurances being obtained;
- All costs of materials, installation, and labor would be paid for using TIF 5 funds.

Motion carried.

Items #5 and #6 were discussed prior to Item #4.

#### **4. Report of the Purchasing Manager:**

Staff explained that Items A-F combined are for the purchase of three trucks. The chassis and bodies of each were bid out separately. Funding for these trucks has been approved through the 2015 equipment and replacement fund budget request.

Items A-F were discussed as one item.

- A. Request approval to purchase a 2016 International 7300 Workstar 33,000 GVWR Cab & Chassis from Packer City International Trucks for \$71,000**
- B. Request approval to purchase a Contractor Dump Body w/ Hoist for 33,000 GVWR Cab & Chassis from Monroe Truck Equipment for \$16,532**
- C. Request approval to purchase a 2016 International 4300 Durastar 26,000 GVWR Cab & Chassis from Packer City International Trucks for \$64,915**
- D. Request approval to purchase a Forestry Body w/ Hoist for 26,000 GVWR Cab & Chassis from Monroe Truck Equipment for \$16,121**
- E. Request approval to purchase a 2016 International 4300 Workstar 22,000 GVWR Cab & Chassis from Packer City International Trucks for \$64,650**
- F. Request approval to purchase a Dump Body w/ Hoist for 22,000 GVWR Cab & Chassis from Monroe Truck Equipment for \$17,876**

Purchasing Manager Rick Jensen said Items A-E were awarded to the lowest bidders. Regarding Item F, the lowest bidder did not meet specifications, and the second lowest bidder was only \$200 more and did meet specifications.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to approve the purchase of Items A-F. Motion carried.

- G. Request preapproval to spend up to \$45,000 to purchase a used Telehandler. We are soliciting quotes on used equipment. Parks staff will review bids and inspect the equipment and purchase the unit that represents the best value for the department within the budget for this purchase. The funding for this unit is from savings on previous equipment purchases (\$19K) and from the budgeted Cube Van (\$26K) which will not be purchased this year.**

Recently a used Skytrack (Telehandler) became available. We have been watching for at least two years for an exceptional used unit that we could possibly purchase. This piece of equipment would be valuable to parks in many ways. It would be used to load and unload various heavy products at the Park Shop, as

well as being used for repairs and construction projects. It would help us in roofing work, putting up fencing, playground pool umbrellas, and allow us to hold up pool slide structures while we work on them. Forestry would also use it to load logs and in storm damage to remove trees and brush from the roads. A new one costs approximately \$150,000. We have a box truck approved in this year's budget. To fund this purchase, we would forego purchasing the box truck this year and take that savings of \$21,000 for the truck and \$5,000 for the chassis to put towards the Skytrack. The other \$19,000 would come from savings already realized from previous purchases. We are requesting this Committee to approve the amount of \$45,000 for the purchase of a used Skytrack. We would work with the Purchasing Department to quote this out. Because used equipment purchases are time-sensitive, the pre-approval will be valuable in making a timely and cost-effective buy.

Ald. Nennig asked how old the piece of equipment is. R. Jensen replied that it is a 2006-2007 model.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to preapprove to spend up to \$45,000 to purchase a used Telehandler. Parks staff will review bids and inspect the equipment and purchase the unit that represents the best value for the department within the budget for this purchase. Motion carried.

#### **5. Discussion/Action on a request by Ald. Wery for a naming rights offer for Colburn Pool**

On October 21, 2014, the City Council approved the following naming requirements for Colburn Pool:

\$750,000 to name pool (20-year term with option for 2<sup>nd</sup> 20-year term  
100,000 to name year round community room  
50,000 to name seasonal shelter  
50,000 to name sand play area  
\$950,000

The Friends of Colburn Pool are required to raise \$1,000,000 of the \$4,500,000 needed to build the new Colburn Pool. Usually the process is once a group reaches its fundraising goal and the project funding has been secured and approved, the request for all naming rights associated with the project come back to this Committee for final approval. Ald. Wery has assigned some proposed pledges towards naming right options. The Parks Department cannot accept money from these pledges without final approval and secured funding for the pool. Ald. Wery is requesting to have two donors for the \$750,000 naming rights option instead of one. He is proposing one donor at \$300,000 whose name would be listed first and a second donor at \$275,000 whose name would be listed second for a total of \$575,000 of the \$750,000 requirement. The remaining \$125,000 would be raised by the Friends of Colburn Pool. They have an individual donor who has come forward with the \$300,000 request. Currently the group has pledges for \$250,000 in naming rights, \$67,000 in Friends donations, and with the \$300,000 donation, they are currently at \$617,000.

Ald. Nennig discussed the prior action on naming rights and said the \$750,000 naming rights for the pool would have a 20-year term with an option for another 20-year term. He questioned if the community room, seasonal shelter, and concessions area naming rights did not have a term. Staff said that was correct.

Ald. Nennig questioned if the \$300,000 donation would be eligible for the 20-year term. Staff responded it would be eligible unless that was changed with this motion.

Ald. Nennig feels that as long as the donations fundraised from the Friends group totals \$1,000,000, he is not particular about how that dollar amount is arrived at regarding naming rights or straight donations.

Ald. Danzinger is sensitive to the idea that modifying naming rights policies can open us up in the future for other exceptions. However, he added it is for the 20-year term and we could uphold the initial policy adopted by the City Council after the new pool has become a fixture and has benefited the community for the first 20 years. We could then enforce the original naming rights policy of requiring \$750,000 for the next 20-year term.

Ald. Wiezbiskie has an issue with changing policy in general, but his hesitation with this request is the uneven split between the two large donors. Ald. Wery has been doing a great job in fundraising for this project. He wonders where the business plan is and why one has not been submitted yet. There have also been rumors that the need for this type of pool is being explored by another municipality, and if that comes to fruition, the need for this pool would be changed dramatically.

Ald. Wiezbiskie opened the floor without objection.

Mary Stutleen, 1124 Oregon Street – She worked for the City and Ald. Wery on financing the Resch Aquatic Center. She questioned Park Director Cramer if there was an approved business plan for that project.

Park Director Cramer said there were some figures put together on operating expenses and revenues.

M. Stutleen said she was not aware that a business plan was necessary but is confident something could be drawn up to satisfy the Committee. Middle-class people are trying to raise these funds, and most do not have connections to raise exorbitant amounts of money. There needs to be a bit of leeway to come up with the funds necessary for this project.

Ald. Wiezbiskie asked staff if Ald. Wery has come close to the \$1,000,000 necessary. Staff responded if they accepted the \$300,000 donation on the table tonight, he would have raised \$617,000.

Ald. Danzinger stated that as a Committee they have the capability to accept donations in lesser amounts than what policy dictates. He is willing to provide that flexibility at the beginning of the project but still wants to be firm at the end of the first 20-year term that whatever amount the policy dictates will be the renewal term. This would only affect this particular project.

Ald. Tom De Wane commented on the two donor naming rights saying that the donor who contributes the higher amount would be listed first.

Ald. Danzinger believes the Park Committee's concern lies with the potential of multiple names for smaller donations. However, because the request is to allow only two donors to share in the naming rights, he is in agreement with the request.

A motion was made by Ald. Danzinger and seconded by Ald. Nennig to return to regular order of business. Motion carried.

Ald. Steuer said he is comfortable with having two major donors. He is confident that the \$1,000,000 goal will be reached.

Ald. Wiezbiskie would like to see a business plan. It would describe what the need is and how much will be collected. It does not change policies, and it falls within the normal realm of operation within the City. The Friends of Colburn Pool have not provided that. The Park Committee and City Council have already decreased the amount of funding required to be collected by the Friends group, as well as extended the time to fundraise. He believes changing the policy on the naming rights will set precedence.

Ald. Nennig wanted to bring up some historical statistics regarding naming rights and mentioned Resch Aquatic Center. The donation given to name the aquatic center "Resch" was \$250,000, and it was not limited to a specific amount of years. Staff agreed. There were no other naming rights involved with the Resch Aquatic Center.

Ald. Nennig clarified that how the Resch Aquatic Center was named did not set precedence. When this project first came forward, he thought \$750,000 was a bit ambitious for a neighborhood pool and to obtain that just from one donor. He feels \$300,000 is a very large donation for the project, especially to have those rights limited to 20 years. As long as the goal of \$1,000,000 is raised, the Park Committee has the final approval of the specific naming process.

Staff reminded the Park Committee that when this project was first presented, figures on expenses and revenues were shared.

A motion was made by Ald. Danzinger and seconded by Ald. Nennig to approve the request by Ald. Wery to allow co-naming rights at Colburn Pool for donations of \$300,000 and \$275,000 with the Friends of Colburn Pool being responsible to fundraise \$1,000,000 for the pool. At the end of the first 20-year term, the original \$750,000 or an amount deemed by policy at that time would be required to name the pool. Motion carried 2-1.



## **6. Discussion/Action on a request by Ald. Wery for an additional naming rights option within the new Colburn Pool**

Ald. Wery received a request for donation of \$50,000 to name another portion of the pool area not already up for donation. Staff has reviewed the possibilities, and compared to the value of the other areas where \$50,000 donations are required, there does not seem to be a viable option. Staff would like to gather suggestions from the Park Committee.

M. Stutleen suggested the driveway to the pool.

Ald. Danzinger suggested the concession area or the zero-depth entry pool. Staff responded that the zero-depth entry pool was included in the naming rights for the larger pool.

Staff thought perhaps the berm area. The donation could allow for some additional landscaping there.

Ald. Nennig stated Ald. Wery reported that there were three \$50,000 donations, and he did not believe any of these were for naming rights. Staff replied that each of these donations were specifically for naming rights of the seasonal shelter, the sand play area, and whatever area is discussed on this agenda item.

Ald. Wiezbiskie suggested the dining area.

Ald. Danzinger agreed this would compare to the sand play area in scope and size. He would like staff to come up with some possibilities and bring them back to the Park Committee for discussion. He feels the two dining areas and the berm are the most likely options. These could be presented to Ald. Wery and the Friends group as possible suggestions.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to refer this item back to staff, the Friends of Colburn Pool, and Ald. Wery requesting they come back to the Park Committee with a specific area in mind for the request. Motion carried.

## **7. Director's Report**

The large pools and wading pools open this weekend.

The playground program began today.

Splash pads are ready for use.

Emerald Ash Borer treatment is underway. 300 of our 1,500 total ash trees have been treated to date.

East-side stump removals continue. 335 out of 627 stumps remain.

Forestry crews planted 332 trees along streets and parks this spring.

The Bay Beach parking lot bid opening was May 12, 2015. Construction is expected to begin in July and be completed in October.

Burial of all utilities at Navarino Park is now completed.

The 13<sup>th</sup> Annual Kids' Day is June 25, 2015.

Go Skateboarding Day is June 19, 2015, at Joannes Skatepark from 11 a.m. to 3 p.m.

Tennis lessons begin June 15, 2015.

Our Spring Wings International Migrating Bird Day had record attendance at the bird walk. Over 600 visitors attended.

Wildlife Sanctuary lagoons were stocked with 2,500 trout through a generous donation by the Don Renard family.

Great Lakes sports fishermen gave away 150 rods and tackle at the fishing event.

A motion was made by Ald. Danzinger and seconded by Ald. Nennig to receive and place on file the Director's Report. Motion carried.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to adjourn the meeting. Motion carried.

Meeting adjourned at 6:41 p.m.